

Have you got the right personality for Facebook?

May 16 2019, by David Bradley



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How do personality traits affect one's use of the online social networking site, Facebook? That is the question researchers from Greece hope to

answer in a paper in the International Journal of Internet Marketing and Advertising. The team surveyed 367 university students and analysed their answers concerning Facebook with the backdrop of different personality traits: extraversion, neuroticism, agreeableness, openness, and conscientiousness.

The team report that "agreeable individuals use Facebook to express their orientation to other people rather than to themselves," whereas "extroverts use Facebook as a relationship building mechanism". They add that neurotic people strive to bring out the best of themselves. Oddly, the [personality traits](#) of openness and conscientiousness do not seem to affect significantly Facebook use.

The bottom line is that extraversion is the main driver for Facebook use. Extroverts are heavy users and have more friends and interact with them and others at a higher rate. But, neurotic people also use it heavily to create a comprehensive and detailed profile of themselves to present to the public. There are limitations to the research in that those surveyed were students and some of them may well be aware of research into [personality](#) types and their use of social media, whereas the lay public would perhaps be less aware of such research. The obvious next step is to survey a wider group of people to reduce any inherent bias in the results.

More information: Leonidas Hatzithomas et al. Understanding the role of personality traits on Facebook intensity, *International Journal of Internet Marketing and Advertising* (2019). [DOI: 10.1504/IJIMA.2019.099494](#)

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